

**Juan Carlos Rodriguez**  
**President of Univision Deportes**  
**Univision Communications Inc.**

Juan Carlos Rodriguez is the president of Univision Deportes at Univision Communications Inc. (UCI), the leading media company serving Hispanic America. He leads Univision's sports division across all platforms and reports directly to the CEO.

Since joining UCI in 2012, he has spearheaded the acquisition of exclusive Spanish-language broadcast rights to some of the most important properties and tournaments in sports, including MLS Major League Soccer, the U.S. and Mexican National Teams, the Copa Oro, the Copa América Centenario, and 13 of the 18 teams that comprise the Liga MX Mexican Soccer League. In addition, he led his team in the launch of the Univision Deportes Network, which has become the No. 1 Spanish-language sports network in the country in less than two years since its debut.

Regarded as one of the top sports executives in the Americas, Rodriguez has an accomplished career in the industry. He joined Univision Deportes from Televisa Deportes Network (TDN) where he held the post of CEO and grew the brand to become Mexico's sports content brand of choice. While at Televisa, he spearheaded the launch of TDN and its sister properties TDN HD, TDN2.0, TDN Centro America, and TDW, the No. 1 Mexican sports radio brand in Mexico. In addition, he successfully negotiated and acquired television and radio rights with FIFA, NFL, MLB, NBA, UEFA, RAI, CANAL PLUS, ISO, and more than 10,000 hours of sports programming with worldwide vendors.

Previously, Rodriguez was co-founder and CEO of Grupo Estadio. Under his leadership, Grupo Estadio became the leading partner for DIRECTV to produce and distribute the 2002 FIFA World Cup. A precursor to today's TDN, Grupo Estadio was later acquired by Televisa. Prior to that role, he was a senior executive at Calzado Tecnico, an Adidas manufacturer in Mexico.

Rodriguez was recognized as CableFax's Most Influential Minorities in Cable in 2012 and 2013. He is also founder of Con Pelotas, A.C., a non-profit organization which gives away soccer balls to children in southern Mexico.

He is a graduate of the Advanced Management Program at IPADE Business School and holds a bachelor's degree from Universidad Iberoamericana.

**About Univision Deportes**

*Producing more than 10,000 hours of live sports across its platforms every year, Univision Deportes' properties portfolio includes rights to 11 of the 18 teams within the Liga MX, the Mexican National Team, the U.S. Men's National Team, Major League Soccer, Copa MX, Copa Centroamericana, Copa America 2016, the CONCACAF Gold Cup, the CONCACAF Champions League, the CONCACAF Men's Under 17, the CONCACAF Men's Under 20, the CONCACAF Women's Under 17, the CONCACAF Women's Under 20, the CONCACAF Futsal Championship, international friendlies, Liga de Ascenso, Liga Primeira de Portugal, and Formula 1®. Univision Deportes also provides comprehensive coverage on all the latest from the MLB, NBA, NFL and much more.*

**About Univision Communications Inc.**

*Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country reaching approximately 94% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network reaching approximately 88% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the country's leading Spanish-language cable network, as well as Univision tlnovelas, a 24-hour cable network dedicated to novelas, Univision Deportes Network, a 24-hour cable network dedicated to sports, ForoTV, a 24-hour Spanish-language cable network dedicated to news, and an additional suite of cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns and/or operates 61 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Hispanic radio group which owns and/or operates 67 radio stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico; an Interactive network of online and mobile apps and products including UVideos, the first bilingual digital network serving Hispanic America, Uforia, the leading Hispanic digital music service, [Univision.com](http://Univision.com), the No. 1 most-visited Spanish-language website among U.S. online Hispanics, and Univision Partner Group, a specialized advertising and publisher network. UCI's assets also include a minority stake in El Rey Network, a 24-hour English-language network founded by maverick filmmaker Robert Rodriguez, and a joint venture with Disney/ABC Television Network for Fusion, a news, pop culture and satire TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [www.Univision.net](http://www.Univision.net).*

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